

# **A SYSTEM AND METHOD TO ASSOCIATE BROADCAST RADIO CONTENT WITH A TRANSACTION VIA AN INTERNET SERVER**

## **ABSTRACT OF THE DISCLOSURE**

5 A system and method for providing services to users in vehicles based on radio  
broadcasts received by a vehicle's radio receiver. The system includes a computer-based  
vehicle unit located in a vehicle, a gateway configured to wirelessly send and receive  
information to and from the vehicle unit, and a computer-based server in communication  
with the gateway over a network. The vehicle unit includes a user interface component that  
presents the received content and radio broadcast and records user requests. The server  
10 processes the requests and sends confirmation messages back to the unit via the gateway  
when a request is completed or other information needs to be sent to the unit. The vehicle  
unit wirelessly receives a radio broadcast from a radio station, transmits user requests and  
vehicle information to the server via the gateway, and receives content back from the server.